

## CLAIMS

What is claimed is:

1. A method of changing a logo image and/or sound in a video reproducing/recording system, the method comprising:
  - selecting a data source path through which the logo image and/or sound is received in a mode of changing the logo image and/or sound;
  - storing video and/or audio data received through the selected data source path ;
  - selecting the stored video and/or audio data ;
  - designating the selected video and/or audio data as the logo image and/or sound; and
  - outputting the designated logo video and/or audio data whenever the video reproducing/recording system is stopped.
2. The method of claim 1, further comprising:
  - checking an operational mode of the video reproducing/recording system ; and
  - selecting and deleting the stored video and/or audio data in a mode of deleting the logo image and/or sound.
3. The method of claim 1, wherein the data source is one of external network data, data stored in a memory card, decoded data and data read from a recording medium.
4. A video reproducing/recording system in which a video/audio signal is reproduced from and recorded on a recording medium, the system comprising:
  - a key unit to select a mode of changing a logo image/sound or a mode of deleting the logo image/sound, and a data source path through which the logo image and/or sound is received;

a source unit to provide the logo image/sound according to the data source path selected by the key unit;

a memory to store the logo image/sound provided by the source unit; and

a controller to select the data source path, to store logo video and/or audio data comprising the logo image/sound in the memory, to store or delete the logo video and/or audio data the memory in response to a command to change/delete the logo image/sound, and to designate the stored logo video and/or audio data as the logo image/sound .

5. The system of claim 4, comprising:

a decoder to demodulate audio/video data read from the recording medium; and

an interface unit to receive the logo video and/or audio data through a wire or wireless interface.

6. The system of claim 4, wherein the memory is a rewriteable flash memory.

7. The system of claim 4, further comprising a memory card attachable to and detachable from the video reproducing/recording system in which the logo video and/or audio data is stored.

8. The system of claim 4, wherein the reproduced video/audio signal is read from an optical disc.

9. The system of claim 5, wherein the interface unit receives the logo video and/or audio data from the Internet.

10. The system of claim 4, wherein the controller outputs the logo video and/or audio

data whenever the video reproducing/recording system is stopped or power of the video reproducing/recording system is turned on.

11. The system of claim 4, wherein the reproduced video/audio signal is read from a video tape.

12. The system of claim 8, wherein the optical disc is a CD, DVD, CD-RAM or CD-RW.

13. A reproducing/recording system to reproduce/record data to/from a recording medium, comprising:

a memory to store a logo image/sound; and

a source unit to provide the logo image/sound to the memory,

the memory being rewriteable to change the logo image/sound based on a request from a user.

14. The system of claim 13, further comprising a key unit to input the request from the user to the source unit and thereby select a source of the logo image/sound.

15. The system of claim 14, wherein the source of the logo image/sound is a memory card, an optical disc, the Internet, or the recording medium.

16. The system of claim 15, further comprising:

a controller to select audio/visual data from the source of the logo image/sound, store the selected audio/visual data in the memory as the logo image/sound, and delete a previous logo image/sound from the memory.

17. The system of claim 15, further comprising:

a controller to delete a previous logo image/sound from the memory.

18. The system of claim 17, wherein the controller outputs the audio/visual data whenever the reproducing/recording system is stopped or power of the reproducing/recording system is turned on.

19. A method of handling logo image/sound data in a memory of a reproducing/recording system, comprising:

receiving an instruction to delete the logo image/sound data from the memory;

selecting the logo image/sound data in the memory to be deleted; and

deleting the logo image/sound data from the memory.